

1943 Profile of the Madison Square, Manhattan area

from the 1943 *New York City Market Analysis*



Originally published by the New York Times, the News Syndicate Co.,
the Daily Mirror, and Hearst Consolidated Publications

Scanned by the Center for Urban Research at the
CUNY Graduate Center



www.urbanresearch.org • www.gc.cuny.edu

For other 1943 profiles, please visit www.1940snewyork.com

MANHATTAN 6

Madison
Square



Looking east across 20th Street from Gramercy Park



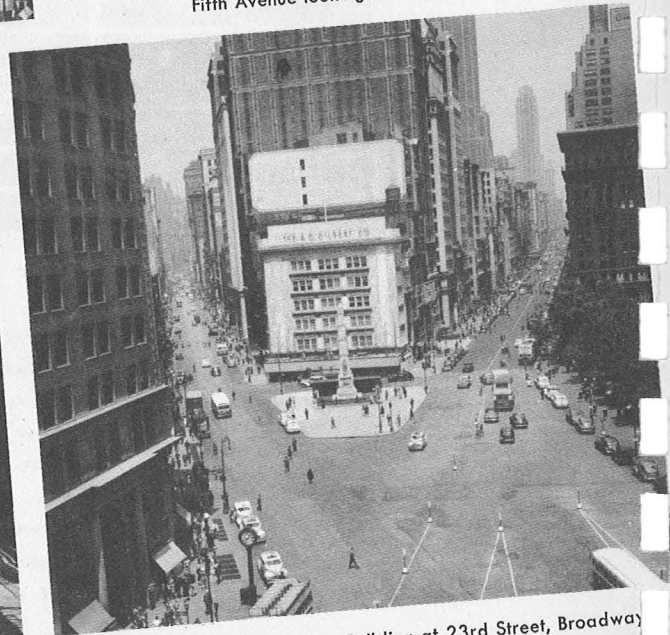
Fifth Avenue looking north from 15th Street



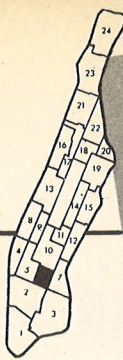
14th Street looking west across 5th Avenue



Third Avenue from 21st Street looking north



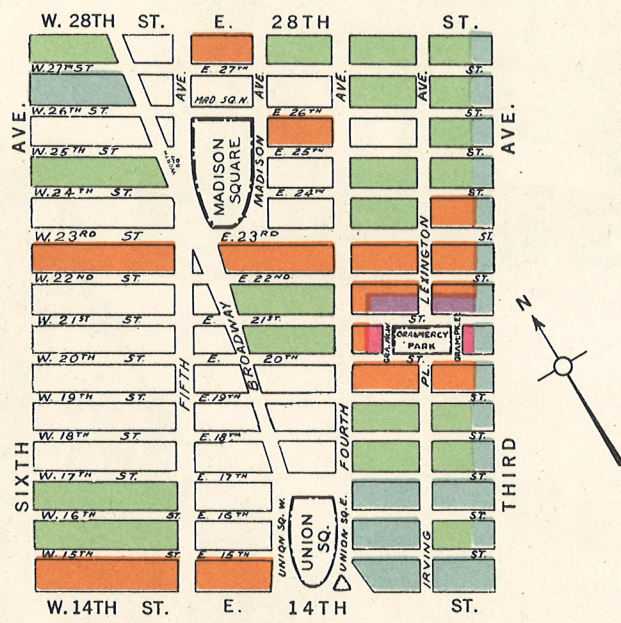
Looking north from Flatiron Building at 23rd Street, Broadway and Fifth Avenue



NEW YORK CITY MARKET ANALYSIS

Compiled by
THE NEWS
THE NEW YORK TIMES
DAILY MIRROR
JOURNAL-AMERICAN

Madison Square



POPULATION 11,869
(larger than Fremont, Nebr.)

Native white 8,597
Foreign-born white 3,115
Negro 62
Other races 95

Foreign-born consist mainly of Germans, Russians, Italians and other Europeans.

FAMILIES 4,340

—owner families 42
—tenant families 4,298

FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	163
100-149	6,000-9,999	246
75- 99	4,500-5,999	377
50- 74	3,000-4,499	1,148
30- 49	1,800-2,999	1,113
40- 49	2,400-2,999	607
30- 39	1,800-2,399	506
Under 30	Under 1,800	1,246
Unknown		47

Median family expenditure . . \$2,790
Average family expenditure . . \$3,330

RESIDENTIAL STRUCTURES . . 445

—one-family houses 63
—two-family houses 20
—three-or-more-family houses . . 362

The greater part of Madison Square District is closely packed with loft buildings housing wholesalers in many lines, including toys, novelties, silks, and men's clothing. It is also an insurance center, with the New York Life Insurance Building and the Metropolitan Life Insurance Building rising above Madison Square. Points of interest include the Russell Sage Foundation at 22nd Street and Lexington Avenue, a branch of

the College of the City of New York, and the Flatiron Building, once a New York City landmark. Union Square to the south is known as the mecca of the soap box orator. Most families are in the middle-income group. But Gramercy Park is the center of one of New York's oldest and most interesting residential sections of the better grade.